



Census 2020: What libraries can do now

Presented by Macy D. Hurwitz, Partnership Specialist

U.S. Census Bureau-Denver Region

Sept. 5, 2019

Shape
your future
START HERE >

United States
Census
2020

Why we do a census:

Article 1, Section 2 of the US Constitution

The actual Enumeration shall be made within three Years after the first Meeting of the Congress of the United States, and within every subsequent Term of ten Years, in such Manner as they shall by Law direct.

The Decennial Census

Uses of Census data:

- **Apportion** representation among states.
- **Draw** congressional, legislative, and school districts and voting precincts.
- **Enforce** voting rights and civil rights legislation.
- **Distribute** \$675 billion federal dollars back to the states.
- **Inform** decisions of federal, tribal, state and local government.
- **Inform** organizational decisions of businesses and nonprofits.

The Census is Confidential and Required by Law

1. The Census Bureau is required to keep information confidential. All responses provided on the 2020 Census questionnaire or to a Census Bureau employee are confidential and protected under Title 13 of the U.S. Code.
2. We will never share a respondent's personal information with other government agencies.
3. Results from the census are reported in statistical format only.
4. Records are confidential for 72 years by law (Title 44, U.S. Code).
5. All Census Bureau employees swear a lifetime oath to protect respondent information.
6. Penalty for wrongful disclosure is up to 5 years imprisonment and/or a fine of \$250,000.

Timeline for Census Operations in 2020

WHAT WE WILL SEND IN THE MAIL	
On or between	You'll receive:
March 12-20	An invitation to respond online to the 2020 Census. (Some households will also receive paper questionnaires.)
March 16-24	A reminder letter.
	If you haven't responded yet:
March 26-April 3	A reminder postcard.
April 8-16	A reminder letter and paper questionnaire.
April 20-27	A final reminder postcard before we follow up in person.

- Update Leave: Mid March
- Early Nonresponse Follow Up: Early April
- Nonresponse Follow Up: Mid May

How can Households respond to the Census?

- Online
- Phone
- Mail
- Personal visit from a Census Bureau Enumerator
 - The 2020 Census will be translated in 13 different languages, and have language guides in 60 languages

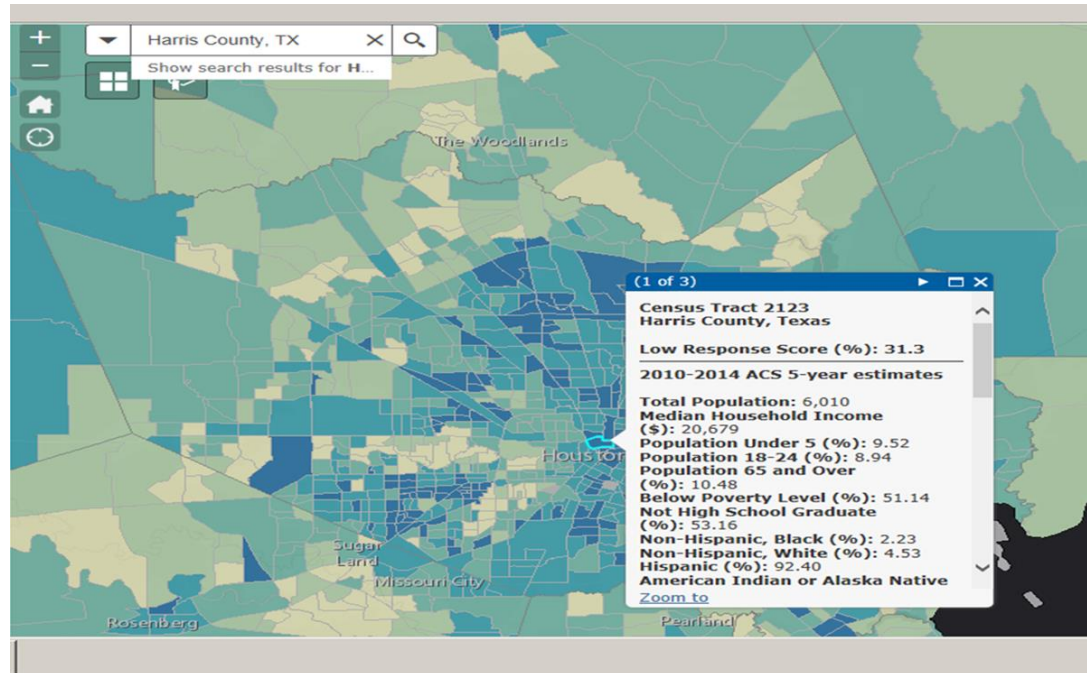
Funding Tied to the 2020 Census Count

- Medical Assistance and Healthcare Programs
- Supplemental Food and Nutrition Programs
- Highway Planning and Construction
- Housing Assistance and Assistance for Needy Families
- Unemployment Insurance
- Disaster Recovery Grants
- Childhood and Adult Education

2020 Census vs 2010 Census

- In 2020, we will introduce new technology to make it easier than ever for individuals to respond to the census.
- For the first time, you will be able to respond online, by phone, or by mail. We will use data that the public has already provided to cut down on household visits.
- We are building a more accurate address list and automating our field operations—all while keeping your information confidential and safe.

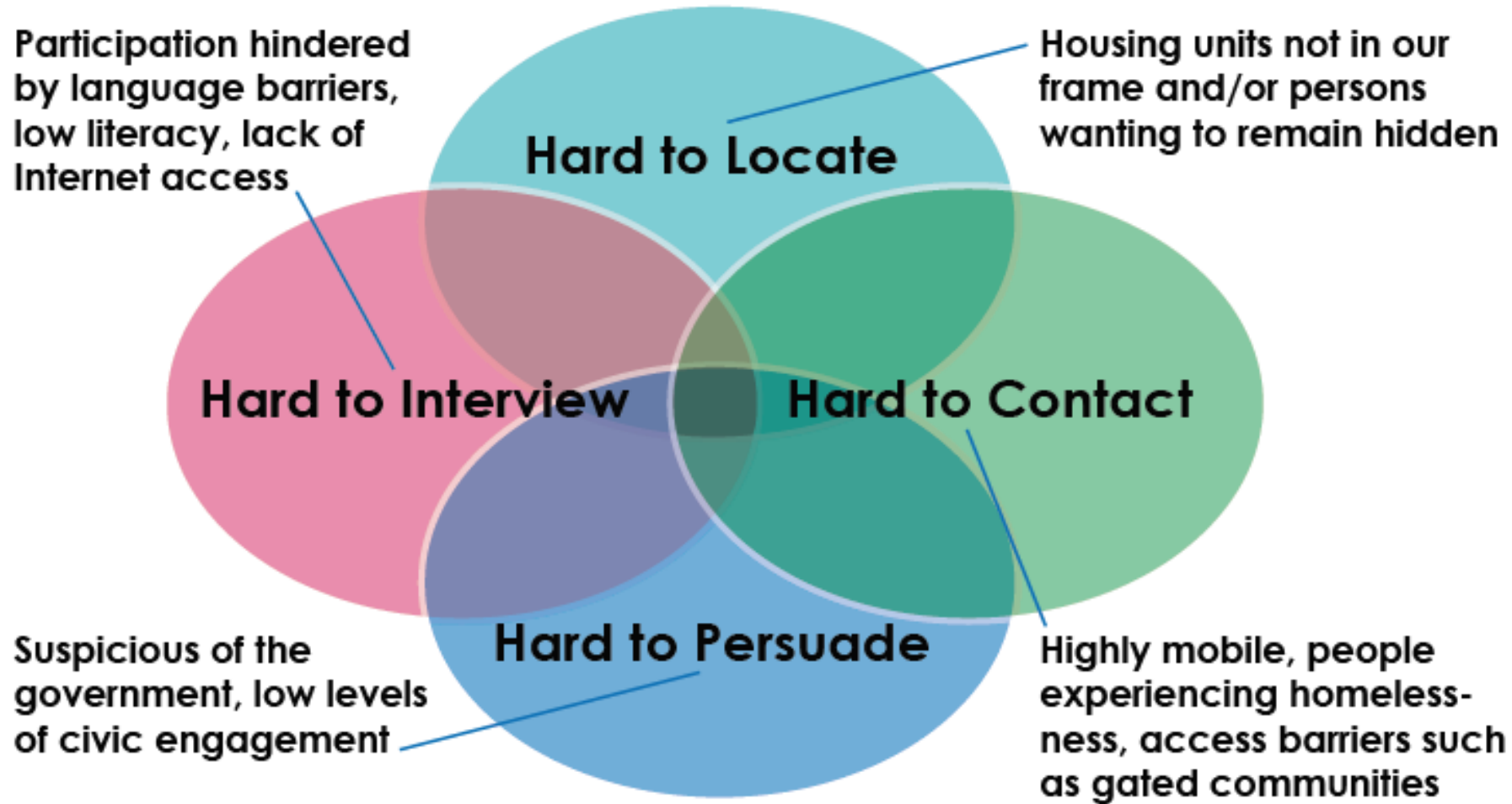
Focused Outreach: Hard to Count Communities



Response Outreach Area Mapper

- Children under the age of 5
- People between the age of 18 and 24
- Racial and ethnic minorities
- Households living in poverty
- Renters
- Lack internet access
- Language barriers, English as second language

Hard-To-Count Populations



Counting Young Children

Counting everyone once, only once, and in the right place



An estimated 5% of kids under the age of 5 weren't counted in the 2010 Census. That's about 1 million young children, the highest of any age group. We need your help closing this gap in the 2020 Census. Here's what research tells us about why young children are missed and what you can do to help make sure they are counted.

Common situations where young children aren't counted

How you can help?



The **child splits time between two homes**.
The child lives or stays with **another family or with another relative such as a grandparent**.

- Emphasize that the census counts **everyone where they live** and sleep most of the time, even if the living arrangement is temporary or the parents of the child do not live there.
- If the child truly spends equal amounts of time between two homes, count them where they stayed on **Census Day, April 1**. Coordinate with the other parent or caregiver, if possible, so the child is not counted at both homes.
- If it's not clear where the child lives or sleeps most of the time, count them where they stayed on Census Day, April 1.



The child lives in a **lower income household**.

- Explain to service providers and families that responding to the census helps determine **\$675 billion in local funding** for programs such as food stamps (Supplemental Nutritional Assistance Program or SNAP), the National School Lunch Program, and the Children's Health Insurance Program (CHIP). When children are missed in the census, these programs miss out on funding that is based on the number of children counted.



The child lives in a household with **young parents or a young, single mom**.

- Explain that filling out the census yourself, on your own schedule, is easier than having to respond when a census worker knocks on your door. Remind these households that the form should **only take about 10 minutes** to fill out and can be done online or over the phone, in addition to mailing it back.
- Encourage moms with young children to ask other household members to count them and their children on the form if others live in the household.



The child is a **newborn**.

- Emphasize that parents should **include babies** on census forms, even if they are still in the hospital on April 1. **Encourage facilities** providing services to newborns to remind parents about the importance of counting their children on the census form.
- Highlight the fact that the census form only takes about 10 minutes to complete. Parents can **fill it out online or over the phone in addition to paper** at a time that works best for them.

Community Partnership and Engagement Program



Community Partnership and Engagement

300 Partnership Specialists in Texas working within their communities to:

- **Enroll** community partners to increase participation in the 2020 Census of those who are less likely to respond or are often missed.
- **Educate** people about the 2020 Census.
- **Encourage** community partners to motivate people to self-respond.
- **Engage** grass roots organizations to reach out to hard to count groups and those who are not motivated to respond to the national campaign.

Census Outreach Efforts

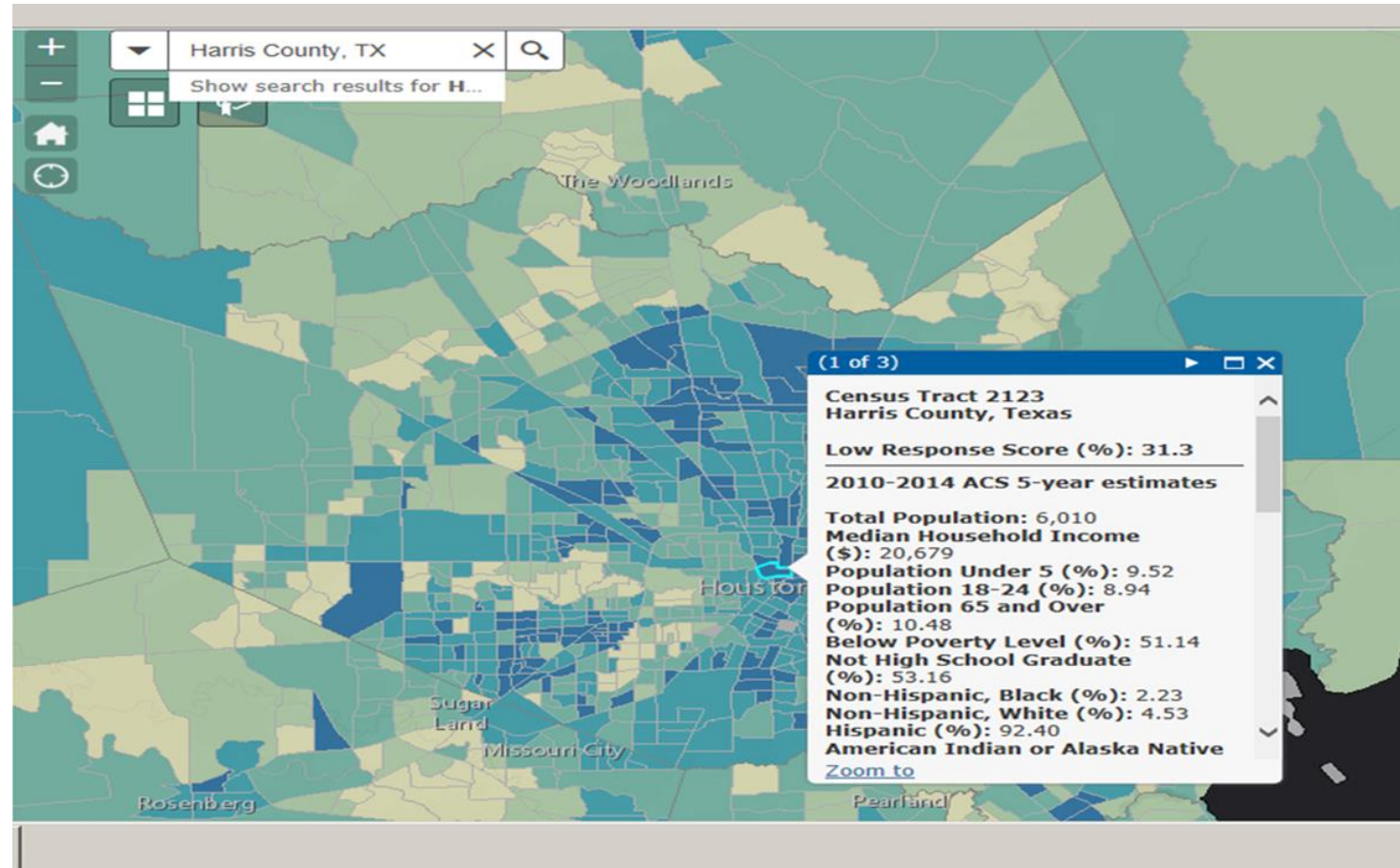
- Hold community dialogues
- Aggressively hire PS who are a part of the demographics in HTC populations
- Utilize data to determine best practices and outreach: ROAM
- Ensure CCC's in our Tier 1 cities (pop of 500K) and above
- Have met with statewide networks who can assist with our efforts

ROAM Live-Demo

HTC variables described in ROAM

- 0-5
- Below poverty
- Foreign born
- Don't speak English well
- 18-24
- Renters
- No Internet access

Response Outreach Area Mapper (ROAM)



Shape
your future
START HERE >

United States
Census
2020

How Libraries Will Impact the 2020 Census

- In 2020, the new challenge/innovation is that the Census will be conducted primarily online for the first time.
- This will place additional demands on library staff and technology resources to assist people in participating in the Census online or via another method of their choosing.
- It presents an opportunity to increase public awareness and use of Census data.

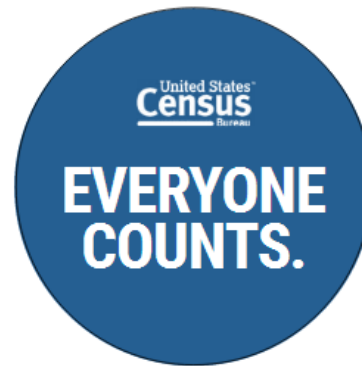
What can you and your library do?

- Post Census materials on bulletin boards.
- Remind followers on social media to self-respond.
- Connect with local Census partnership team and introduce them to groups like ESL groups that reach hard-to-count populations.
- Encourage library users to take advantage of technology at the library to respond.
- Host a story time with Census employee as guest reader and have them read a book about counting.
- Invite Census staff to existing events.
- Any other ideas?

Tools From census.gov



<https://www.census.gov/programs-surveys/sis.html>



<https://www.census.gov/partners/toolkit.pdf>



Shape
your future
START HERE >

United States
Census
2020

Other Resources

- www.2020census.gov/partners
- The American Library Association website
- And, please reach out to me with any questions!
Macy.d.Hurwitz@2020census.gov or 737-247-9119